

Beyond Information to Insight Tip Card Sheet

BEYOND INFORMATION



Apply visual and verbal insight to go beyond information on with your next presentation.

VISUAL INSIGHT

- POINT:** Make your point clear. Put the point in your title, or subtitle, of the slide.
- FRAMEWORK:** Apply the framework which aids understanding.

FRAMEWORKS

Who	People	
What	Objects	
Where	Position	
When	Time	
How	Process	
	Quantity	

3. ANIMATE OR BUILD: Add the layers of understanding one step at a time. Apply the CIS Formula: Concept, Illustration and Specifics

4. PICTURE: Add pictures that furthers understanding.

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VERBAL INSIGHT

When we hear statements like these below, our interest is peaked. Instead of making your audience do all the work, tell them what is relevant and interesting.

INSIGHT STATEMENTS

What this means to you is...
 The bottom line is...
 The one thing I want you to focus on is...
 Let me give you an example...
 When I looked at these numbers what I most focused on was...
 I'd like to call out...
 There are a number of items here, but let me just focus on...
 The key takeaway is...
 My main point is...
 If you leave with just one thing, what I want you to leave with is...
 I've picked a couple of things to cover out of the group...
 In my experience when...
 If you focus on the bolded items, I think you'll see that...
 What I find interesting to note is...
 In my opinion...
 I think one explanation is that...
 When I look at this, what I see is...
 From my perspective...
 One observation I have made is that...

Sharing your insight means sharing:

Experiences	Stories
Examples	Opinions
Explanations	Observations
Thinking	Approach
Philosophy	Perspective

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